

From: Neil Anderson [<mailto:Anderson.Neil@epamail.epa.gov>]
Sent: Monday, September 09, 2013 3:01 PM
To: Anderson, Neil
Subject: Fw: (Fwd) Re: MRID Number

Neil Anderson
Chief, Risk Management and Implementation Branch 1 (RMIB1)
Pesticide Re-evaluation Division (7508P)
Office of Pesticide Programs
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----- Forwarded by Neil Anderson/DC/USEPA/US on 09/09/2013 02:59 PM -----

From: "Todd Butzow" <tbutzow@bellabs.com>
To: Neil Anderson/DC/USEPA/US@EPA
Cc: pmartin@bellabs.com
Date: 08/17/2012 06:28 PM
Subject: Fwd: (Fwd) Re: MRID Number

Hello Neil,

Pete Martin forwarded your e-mail to me and asked that I help provide input to a few of your questions.

As you probably saw from the power point presentation this past week, Information Resources, Inc. (IRI) is a leading global provider of market content, analytic services and Business Performance Management (BPM) solutions to the CPG, retail and healthcare industries. Essentially, it is 1 of only 2 sources of independent, through the register sales data. "A.C. Nielsen" is the other.

IRI defines its markets as "FDM". This acronym stands for "Food, Drug and Mass". The specific accounts that fall into each category are listed on the attached file which was downloaded directly from the IRI website. Although the information captured does not include all retailers, it is the most comprehensive source for independent data and is the reason that essentially all manufacturers use one of the two

companies to document its market share/position relative to competition. You should also know that when we provide Tomcat 'shipment' information, this data would be inclusive of most of the accounts not reflected in the IRI database.

Finally, and just to confirm, we do receive information from IRI at the individual item level. This information would be available as raw data, although it is a lot of information to process and interpret. But again, it can be provided.

If you should have any other questions about this type of information, please let Pete or myself know.

Best regards,
Todd

Todd Butzow
VP Marketing
Bell Laboratories, Inc.
608-241-0202

----- Forwarded message follows -----
Subject: Re: MRID Number
From: Neil Anderson <Anderson.Neil@epamail.epa.gov>
To: "Peter Martin" <pmartin@belllabs.com>
Date sent: Fri, 17 Aug 2012 10:56:04 -0400

Hi Peter,

Thank you for letting me know you have made the submission. Sometimes it takes awhile for submissions to be processed and routed to the recipient. Is it possible for you to forward an electronic copy of the study to me so I can begin the review process sooner? If not I understand.

Also, we have spent a little bit of time discussing the IRI data you cite in your presentations. Can you tell me more about the IRI database? What stores/retailers are represented? Which ones are not (if any)? Can that information (raw data) be sent to us such that we can review/analyze the data ourselves? Any other details about the data/source would be helpful as we wish to be able to characterize the information appropriately.

Thanks again.

Kind Regards,

Neil Anderson
Chief, Risk Management and Implementation Branch 1 (RMIB1)
Pesticide Re-evaluation Division (7508P)
Office of Pesticide Programs
U.S. Environmental Protection Agency
ph: (703)308-8187

-----"Peter Martin" <pmartin@belllabs.com> wrote: -----
To: Neil Anderson/DC/USEPA/US@EPA
From: "Peter Martin" <pmartin@belllabs.com>
Date: 08/17/2012 10:18AM
Subject: MRID Number

Good Morning Neil -

Thank you for taking the time to meet with Steve Levy and myself on Tuesday August 14th.

We have submitted the study we discussed in Thursday August 16th. The study has been assigned MRID no. 48909401. I hope this information is helpful.

If you have any questions or require additional information, please do not hesitate to contact me.

Best Regards,

Peter S. Martin
Technical Director
Bell Laboratories, Inc.
e-mail: pmartin@belllabs.com
Phone: 608-241-0202 ext.3050

----- End of forwarded message -----
(See attached file: chainsbygeography2011.xls)

Claimed Confidential by Submitter- attachment chainsbygeography2011.xls